

2024 TSPRA Conference Schedule-at-a-Glance

Monday, February 26

[Pre-conference sessions, Vendor Setup, Executive Committee Meeting]

8:00 a.m.-9:00 a.m.

Executive Committee Breakfast
- Sponsored by Finalsite

8:00 a.m.-1:00 p.m.

Executive Committee Meeting

10:00 a.m.-6:00 p.m.

Vendor Set-Up

11:30 a.m.-5:00 p.m.

Registration Desk Open

11:30 a.m.-12:30 p.m.

Executive Committee Lunch
- Sponsored by Apptegy

1:00 p.m.-4:00 p.m.

Pre-Conference Sessions [\$100]

2:15 p.m.-2:45 p.m.

Snack Break

4:00 p.m.-5:00 p.m.

President's Reception

5:30 p.m.-7:00 p.m.

Come and Go,
Meet & Greet Reception
- Sponsored by Gallagher
Construction and WRA Architects

7:00 p.m.

Evening on Your Own/Client Dinners

Tuesday, February 27

7:30 a.m.-5:30 p.m.

Registration Open

8:00 a.m.-5:00 p.m.

Exhibit Area Open

8:00 a.m.-8:30 a.m.

Vendor Viewing

8:00 a.m.-9:00 a.m.

Grab & Go Breakfast

8:30 a.m.-10:30 a.m.

First General Session; Keynote
Speaker; Professional Awards

9:00 a.m.-5:00 p.m.

School PR Work Lounge
- Sponsored by CatapultK12

10:30 a.m.-11:00 a.m.

Designated Vendor Viewing/
Caffeinated Connections/Candy Cart -
Sponsored by K12Insight

11:00 a.m.-12:00 p.m.

Concurrent Breakout Sessions

12:00 p.m.-1:30 p.m.

Lunch on Your Own/Sweet Meetup
Lunch & Learns
- Sponsored by Finalsite & Apptegy

1:30 p.m.-2:30 p.m.

Concurrent Sessions

2:30 p.m.-2:45 p.m.

Candy Cart
- Sponsored by K12Insight

2:45 p.m.-3:45 p.m.

Concurrent Sessions

3:45 p.m.-4:15 p.m.

Snack Break/Designated Vendor
Viewing

4:15 p.m.-5:30 p.m.

Corporate Showcases

5:30 p.m.-7:30 p.m.

Dinner on Your Own/Client Dinners

8:00 p.m.-11:00 p.m.

Karaoke
- Sponsored by ParentSquare
& Class Intercom

Wednesday, February 28

8:00 a.m.-5 p.m.

Registration Open

8:00 a.m.-4:00 p.m.

Exhibit Area Open
(Tear Down Starts at 4 p.m.)

8:00 a.m.-8:30 a.m.

Vendor Viewing

8 a.m.-9:00 a.m.

Grab & Go Breakfast

8:30 a.m.-10:-30

Second General Session; Officer
Installation; Professional Awards;
Key Communicator

9:00 a.m.-5:00 p.m.

School PR Work Lounge
- Sponsored by CatapultK12

10:30 a.m.-11:00 a.m.

Vendor Viewing/*Caffeinated*
Connections/Candy Cart
- Sponsored by K12Insight

11:00 a.m.-12:00 p.m.

Concurrent Breakout Sessions

12:00 p.m.-1:30 p.m.

Lunch on Your Own

1:30 p.m.-2:30 p.m.

Roundtables/Concurrent
Breakout Sessions

2:45 p.m.-3:45 p.m.

Concurrent Breakout Sessions

3:45 p.m.-4:15 p.m.

Snack Break

4:15 p.m.-5:30 p.m.

Work/Life Balance Sessions,
Fun/Run Walk

4:00 p.m.-5:00 p.m.

Exhibit Area Tear Down

6:00 p.m.-7:00 p.m.

Star Awards Reception
- Sponsored by PowerSchool

7:00 p.m.-9:30 p.m.

Star Awards Banquet [Pre-purchased
Ticket Required \$80]
- Sponsored by PowerSchool

9:30 p.m.-11:00 p.m.

Star Awards Celebration
- Sponsored by PowerSchool

Thursday, February 29

9:00 a.m.-10:00 a.m.

Breakfast Buffet

10:00 a.m.-11:30 a.m.

Third General Session;
Superintendent's Panel, TSPRA
General Membership Meeting,
Group Photo

11:30 a.m.-12:00 p.m.

Check-out



TSPRA Session Areas of Focus

Looking for specific areas of focus for your learning? Look for the icon next to the session description to quickly categorize your learning options!

Look for these icons to earn a TSPRA certification!

TSPRA is offering certifications in three instructional tracks: New Professional, Advanced Professional, and Bond/VATRE. Attend three of the marked sessions in a single track to earn your certification. In the bond track, you must attend the Bond Panel Group Session and one other marked bond session to obtain the bond certification. After the conference, please email janet@tspra.org with the track you completed to request your certificate. Sessions are denoted as follows:



Bond Track



New Professional



Advanced Professional

Areas of Focus



Work/Life Balance



Communications/
PR/Marketing



Community
Engagement



Electronic Media
Production



Education
Foundation



Web



Graphic Arts



Event Planning



Media Relations



Crisis



Legal



Tuesday, February 27th | 11:00-12:00

Session 101: (Mahogany)

Title: *Sync or Sink-Unleashing the Power of Collaboration*

Presenter(s): Kendall David, Norma Martinez, Brittany Culpepper, Gemina Trujillo; Goose Creek CISD



Focus Area: Comms/PR/Marketing

Description: Are you stuck in the “one-way communication” trap? This session will provide your district with strategies to leverage your entire community to overcome obstacles and create truly collaborative relationships. Going out for bond? Developing a strategic plan? Addressing social issues? Incorporating student voice? Increasing business partnerships? Join us as we share strategies to “sync” up your collaboration!

Session 102: (Sugar Land I & II) - New Professional Track

Title: *Tips to Building a Sweet Life in School PR*

Presenter(s): Joel Weckerly, Cypress-Fairbanks ISD



Focus Area: Comms/PR/Marketing

Description: Like any industry, success in school PR is earned, not given. Learn tips and lessons from a 17-year school PR veteran who began his career as a specialist in Texas's third-largest school district and now oversees the communication department. Discover how to develop good habits, build critical relationships and commit to personal growth while blossoming as a trusted PR practitioner. A sweet life in school PR awaits you!

Session 103: (Cane I & III) - Advanced Professional Track

Title: *Welcome A Board - We're Expecting You*

Presenter(s): Veronica Castillon, APR; Claudia Rodriguez, Julio Ovando; Laredo ISD



Focus Area: Comms/PR/Marketing

Description: New Trustees are eager to contribute and make a difference. It's important to make sure they are welcomed and properly onboarded. Learn how to engage new Trustees so they can quickly get up to speed and hit full sail. This presentation includes a variety of methods to help you integrate new board members seamlessly.

Session 104: (Monarch)

Title: *Navigating a Successful School Website Transition*

Presenter(s): Claudia Lemus Campos, APR, MA; Elizandro Gallegos, Marco Vasquez, Cynthia Ybarra Leal, Clara Barrera, Daniel Ramos; Pharr-San Juan-Alamo ISD



Focus Area: Web

Description: In this session, we'll unravel the roadmap to a successful school website transition. We'll explore the integration of captivating video and image elements, harnessing the website for marketing events and initiatives, and the critical importance of creating an ADA-compliant, mobile-friendly platform. Join us to learn how to enhance your school's online presence, ensuring inclusivity, accessibility, and dynamic promotion in the digital era.

Session 105: (Sugar Land VII & VIII)

Title: *Working Smarter, Not Harder in Adobe After Effects and Premiere*

Presenter(s): Jon Sheldon, Aledo ISD



Focus Area: EMP

Description: Tired of creating and then recreating animated elements? Wish there was a way to turn them into templates? Want to learn how to better use expressions? Stop by and learn how to streamline your video projects, create reusable templates for animated intros like lower thirds and bumpers, and use expressions. Bring your laptop, learn, and share your insights to work smarter, not harder.

Session 106: (Magnolia II & III)

Title: *School Safety Updates from a PR Perspective*

Presenter(s): Nate Turner, Texas School Safety Center



Focus Area: Crisis

Description: The Texas School Safety Center is charged with overseeing many school safety mandates and trains and educates districts throughout the State. This training is geared specifically for school PR professionals who are looking for a bird's eye view of the mandates and will cover how your relationship with your school safety and security committee is crucial to your role, especially during crisis communications. Best practices when communicating with your community will also be shared.

Session 107: (Magnolia I)

Title: *Is Your Style Bad News? Get Your AP Style On!*

Presenter(s): Stephanie De Los Santos, Harris County Department of Education; Adam J. Holland, La Porte ISD



Focus Area: Comms/PR/Marketing

Description: AP Style isn't just for newspapers anymore. It is also widely used by PR practitioners across the US, and it changes regularly. Freshen up your Associated Press Style skills with an overview of some important updates and a review of some of the most common mistakes, particularly as they relate to current events. (Bonus points for finding the AP Style errors in this description!)

Session 108: (Palm)

Title: *Get to Know My Type - Rethinking Community Facilitation*

Presenter(s): Kathleen Kennedy, APR, Center for Communication & Engagement



Focus Area: Comms/PR/Marketing

Description: Have you ever hosted a community input meeting, and only the same ten participants spoke up? Whether you're a veteran or new professional, rethinking community facilitation can help you gain critical insights from every participant. This training provides the foundation of communication types, how to utilize them, and practical examples. Don't be late! Our first example is a real-life illustration of how this modern facilitation approach can be applied and implemented in your district.

Session 109: (Cane I)

Title: *Making the Connection*

Presenter(s): Rachel Acosta, Liberty Hill ISD



Focus Area: Comms/PR/Marketing

Description: Whether we're new to a role, heading into an election, or trying to maintain/rebuild trust with internal/external stakeholders, making sound connections and solidifying positive relationships is key! Join Liberty Hill ISD as we share best practices and ideas that have helped us create and maintain relationships within our fast-growth community. We would also love to hear your ideas so that we may all become better together. Let's make a connection!

Session 110: (Sugar Land IX & X) - Corporate Showcase

Title: *The Secret Sauce of Success 2.0: The Strategy Behind Convocation*

Presenter(s): Danielle Clark, APR; James Colbert; HCDE



Focus Area: Event Planning

Description: Does the thought of Convocation make you break out in hives? Are you stressed trying to figure out why you have to do it when nobody wants to come? Hear from a veteran Superintendent and Communications professional about how you can use the annual staff meeting as a tool to meet goals, raise staff morale and create an experience people remember fondly. Review the Superintendent Tiers from last year and leave with a recipe (framework) for success no matter your Superintendent's experience or speaking style.



Session 201: GROUP BOND PRESENTATIONS (Magnolia II & III) - *Bond Track*

We'll start with a panel discussion of a high-level overview of bonds and the recent experiences of our member districts. Attendees will then move to a second session during the 2:45-3:45 time frame for in-depth discussion with panelists and their teams. See that time block for a comprehensive list of sessions. You must attend both parts of this session to earn your bond certification.

Session 202: (Sugar Land I & II)

Title: *24/7 Crisis: Managing Daily Crisis Professionally & Personally*

Presenter(s): Kristin Zastoupil, Forney ISD



Focus Area: Work/Life Balance

Description: In our role as communications experts for our district, we deal in crisis sometimes on a daily basis. We hope to go home at the end of the day and not be faced with personal crisis as well. How do handle balancing both at the same time? In the midst of a pandemic with a child battling leukemia for 3 years while moving to a new town and managing a new district team in a fast-growth district with 2 massive bonds and a VATRE passed in just 4 years, Kristin Zastoupil will share her story and what she's learned along the way when it comes to balancing personal and professional struggles.

Session 203: (Mahogany)

Title: *Positive Vibes Only: Engaging with Positive Mentions*

Presenter(s): Max Smith, Rachel Frost; Region 10 Education Service Center



Focus Area: Comms/PR/Marketing

Description: In an age of negativity on social media, how are you amplifying the positivity? In this dynamic session, discover how school districts can harness the power of positive mentions on social media. From leveraging user-generated content to fostering genuine relationships, this session will equip you with tips, strategies, and ideas for turning first-time mentions into dedicated fans.

Session 204: (Cane I)

Title: *Check Your Engine Light - Giving your Education Foundation the Jumpstart It Needs*

Presenter(s): Deanna Jackson, Schertz-Cibolo-Universal City ISD (SCUC ISD); Veronica Goldhorn, SCUC ISD Education Foundation



Focus Area: Ed Foundation

Description: Follow along with two leaders from Schertz-Cibolo-Universal City ISD and the Education Foundation to learn how they faced their current (brutal) reality through an honest self-assessment that would eventually transform their organization through authentic (and fun!) community engagement.

Session 205: (Monarch)

Title: *Best Practices for Recording and Streaming Multi-Cam Productions*

Presenter(s): Mark Vasquez, Daniel Ramos; Pharr-San Juan-Alamo ISD



Focus Area: EMP

Description: In this session, attendees will receive best practices and tips on how to set up a multi-cam production and learn what is required not only for recording but also for live-streaming. We will discuss the equipment needed, from a single-camera setup for recording or streaming a meeting to a multiple-camera production for capturing a sporting event, and everything in between. Our focus will extend beyond the video aspect to include audio components, ensuring the delivery of a high-quality production.

Session 206: (Sugar Land IX & X)

Title: *Crop It Like It's Hot: Graphic Design Tips and Tricks*

Presenter(s): Graysen Reid, Forney ISD



Focus Area: Graphic Arts

Description: In a world of never-ending media, creating designs that pop is a school PR superpower. But, let's be real, who has the time? Unlock design secrets using tools like Canva and Adobe Suite to take your content to the next level.

Session 207: (Palm)

Title: *Community Confections - Sweetening Your Inner Circle*

Presenter(s): Amelia Lindley, Kate Hope, Magnolia ISD; Jessica Grace, Stephanie Wells, Montgomery ISD



Focus Area: Community Engagement

Description: Whether they're sweet or sour, community connections are vital for schools. Hear from two school districts in the 9th fastest-growing county about how they are building relationships with local realtors, business owners, faith-based leaders, parents and PTOs to create advocates in the community and expand their communication team beyond the central office. Attendees will leave with delectable ideas on how to think outside the box and partner with other local organizations to bring people together. You're in for a TREAT!

Session 208: (Cane II & III)

Title: *The Blueprint for Event Success: Mastering Your Run of Show*

Presenter(s): Stephanie De Los Santos, Janet Wachs, Andrey Cuellar, Mark Perez; Harris County Department of Education



Focus Area: Event Planning

Description: Whether you are given a year, six months, a month, or even a couple of weeks to plan, the show must go on. Learn the strategies used by the Harris County Department of Education marketing team and the resources used to successfully execute a run of show for annual events. Take a journey with our team as we walk you through the planning process of an actual event from beginning to end. You will leave this session with the tips and tools you need for your next run of show.

Session 209: (Sugar Land VII & VIII)

Title: *From Media to School Communication*

Presenter(s): Kim Wyatt, Beeville ISD



Focus Area: Media Relations

Description: Elevate your media presence across platforms immediately by learning to unlock the secrets of how to get media coverage in today's modern landscape! Learn top strategies on how to navigate media effectively to get coverage with intention. Seize the spotlight and make your story resonate in the new world of media dynamics offering value they can't see.

Session 210: (Magnolia I)

Title: *Do the Write Thing: Effective Tips for Speechwriting*

Presenter(s): Gustavo Reveles, Canutillo ISD



Focus Area: Comm/PR/Marketing

Description: Writing speeches can be daunting, but with the help of professional speechwriters, the task can be insightful. This session will help PR pros craft effective speeches to reach parents, employees or other community members. The session will provide easy-to-follow tips on writing for specific audiences, messaging, speech structure, timing, editing, researching and marketing.

Session 301: GROUP BOND PRESENTATIONS (Sugar Land IX & X) - *Bond Track*



Bond Session 1:

Title: There's No Such Thing as a "Bond Killer"

Presenter(s): Jenny Bridges, CPC, Waxahachie ISD; Becky Bravo-Escos, Caelen Communication

Description: Activists throughout the state tout themselves as "bond killers." They are well-funded, outspoken, and bold. Do you even have a chance to pass a bond if one of them lives in your community? Join us to find out the strategies Waxahachie ISD used to pass the largest bond package in Ellis County history, despite the best efforts of "bond killers."



Bond Session 2:

Title: *Beyond Passing by 1%: Strategic Communications Plan Transforms Bond Support to 65%*

Presenter(s): Amanda Simpson, CPC; Sara McCullough; Coppell ISD

Description: Discover how the Coppell ISD Communications Department developed and implemented a Strategic Bond Communications plan that aligned with the department's overall Strategic Communications plan to pivot support for the CISD 2023 Bond to pass by 65% percent of the vote. This majority support of the bond is a turnaround compared to the 2016 Bond, which only passed by less than 1% or only by 22 votes. Presenters will share tips, tactics and strategies, as well as sample Bond Road Show presentations, collateral materials, talking points and more. This session will also include an interactive portion where attendees can share their pain points for bond communications and engage in a collective dialogue for advice and support.



Bond Session 3:

Title: *Get in the Zone: The Secrets to Passing a \$1 Billion Bond*

Presenter(s): Anthony Kirchner, Marlys Diggles, Jaime Handy, Megan Middleton; Crowley ISD

Description: Do not launch a bond campaign without this Zone Plan. The Crowley ISD team will share simple strategies that expanded their department from a team of six into an army of more than 60 people who worked together in zones to educate and inform thousands of voters across who approved a \$1.04 billion bond package.



Bond Session 4

Title: *One-(wo)man Bands and Bonds*

Presenter(s): Mercedes Mayer, Aledo ISD

Description: Tips, timelines, tricks and tales from a successful bond election marketed by a one-person communications department. Learn how Aledo ISD's 2023 bond election (with an I&S tax rate increase) passed with 56.4% voting "for" in a fast-growth, mostly bedroom community. The 2023 Bond was the first time in a few decades for Aledo ISD to pass consecutive bonds (2019 and 2023). Be prepared to learn and also share out some of your wins from bond elections.



Bond Session 5:

Title: *Bonding with Your Community: Passing a Bond through Relationships, Targeted Messaging*

Presenter(s): Anthony Tosie, Jennifer Becan, Seth Denton, Northwest ISD; Hailee Fojtasek, ESC Region 11

Description: In the May 2023 election cycle, Northwest ISD proposed and passed the largest school bond package in the state. By analyzing challenges of a previous failed bond election, the district used targeted communication and community relationships to pass a \$1.996 billion bond package. This effort relied on carefully segmented communication based on various aspects of the bond proposal as well as leveraging relationships with staff and highly involved families.

Session 302: (Cane II & III)

Title: *Who Speaks for Your Brand?*

Presenter(s): Erin Gregg, APR, Lubbock ISD; Tyler Vawser, Apptegy



Focus Area: Comms/PR/Marketing

Description: Maintaining your district's brand requires the strength of your team. You can't be your district's only spokesperson; you need brand ambassadors to get others excited about your schools! We will share how Lubbock ISD is leveraging collective authorship by having campus staff act as ambassadors, helping parents to have a better understanding of what makes Lubbock unique. We'll also highlight SchoolCEO research that focuses on broadening your communications team by rethinking who represents your brand.

Session 303: (Mahogany)

Title: *Establishing a Partnership with Your High School Journalism Programs*

Presenter(s): Abbie Geveshausen, Cypress-Fairbanks ISD



Focus Area: Comms/PR/Marketing

Description: Feel like you have too much to cover in your district and need to figure out how to be in multiple places at once? Come learn how Cypress-Fairbanks ISD established the High School Journalism Network to not only help showcase student work but also help share the good news and happenings around the district (and take some of the load off our department!)

Session 304: (Monarch)

Title: *Being EVERYTHING EVERYWHERE ALL AT ONCE! Filmmaking in Education*

Presenter(s): Juan Hernandez, Forney ISD



Focus Area: EMP

Description: Beyond the basics! Join me as we look at all the tools and techniques available to create exciting social media content and visually engaging films. From gear, the production process, and AI, we'll dive deep to make your videos as SWEET as can be! We'll also go through our district's workflow for video production.

Session 305: (Magnolia I)

Title: *You're Tasked to Find a New CMS, Now What?*

Presenter(s): Doug Bellamy, Wylie ISD; Michelle DoPorto, Birdville ISD



Focus Area: Web

Description: Choosing the right Content Management System & CMS for your new website is a crucial decision that can greatly impact your district and campuses' online presence. With the massive change in the website CMS world, many of us have the task of finding a new home for our district and campus websites. But where do we start? Come by to learn how Wylie ISD and Birdville ISD navigated the sea of providers, established scoring rubrics, and ultimately decided on a new home for their websites. You will have access to behind-the-scenes access to their processes, and learn tips and tricks learned along the way.

Session 306: (Sugar Land I & II)

Title: *Let's Give Them Something to Talk About*

Presenter(s): Colette Pledger, Willie Thomas; Robinson ISD



Focus Area: EMP

Description: We have implemented and sustained a production method for staff and students for 3 years while communication is not our primary district responsibility. We will share tips and tricks about how we manage the workflow to make the production easy to record, create and communicate. Learn how it's possible to sustain consistent communication and engagement, connect to district values, learner profile and professional learning. We will share how students and staff provide input and are involved in the process as well.

Session 307: (Magnolia II & III)

Title: *From Macro to Micro: Leveraging Niche Communities to Foster Online Engagement*

Presenter(s): Avery Arizola, Leslie A. Howland; Region One ESC



Focus Area: Community Engagement

Description: In the ever-evolving social media landscape, the secret sauce to successfully growing your engagement lies in proper segmentation. Learn to harness the power of online micro-communities to supercharge your digital presence, build better relationships with the media and connect with the communities that matter most to your organization.

Session 308: (Palm)

Title: *Marketing Strategies for Your District Utilizing Events and Community Partners*

Presenter(s): Kacy Swaim, Elizabeth Ross; Longview ISD



Focus Area: Event Planning

Description: We will discuss what PR professionals need to organize and execute events in collaboration with community partners. You will learn about various digital marketing techniques to engage your district and create buzzworthy events that are enjoyable and encompass your families and the community. In this hands-on workshop, we will work to create an event from start to finish and work collaboratively to generate ideas you can take back to your districts.

Session 309: (Sugar Land VII & VIII)

Title: *Open Records and FERPA 2024*

Presenter(s): Ian Halperin, Wylie ISD; Mike Leasor, Leasor Crass



Focus Area: Legal

Topics: Legal Issues, Communications Best Practices

Description: School attorney Mike Leasor, a former teacher, coach and school board member, and TSPRA past-president Ian Halperin, a 27-year TSPRA veteran, have seen just about every type of request out there. But today's requests are often more targeted and complicated. Leasor and Halperin will lead a discussion on some of the latest trends in open records requests and how TSPRAs can use the law to be better prepared to respond.

Session 401: (Cane I)

Title: *Game NOT OVER! Creating a Gaming Mini Conference for Families*

Presenter(s): Elizabeth Ross, Kacy Swaim; Longview ISD



Focus Area: Community Engagement

Description: Calling all gamers, young and not so young, to Lobo Gamefest 2023! See how Longview ISD created a gaming E3 conference for students, families and the ETX community to connect our stakeholders to all the opportunities the gaming world can offer their students. Longview ISD worked hand in hand with Gearbox, TAMU, TAMU Prairie View, XBOX and MORE to provide an entertaining experience for students and an educational day for parents. This presentation will educate attendees on the best gaming companies to work with, creating educational breakouts, vendor fair, gaming tournament and how to bring it all together for a one day super gaming conference to showcase the education behind the gaming industry.

Session 402: (Mahogany)

Title: *Fund Texas Public Schools: Build Your Budget Awareness Campaign*

Presenter(s): Julie Zwahr, Denton ISD; Bryce Nieman, Keller ISD; Nicole Lyons, Grapevine-Colleyville ISD



Focus Area: Community Engagement

Description: Through the 88th regular session and again in four special sessions, state leaders have failed to agree on legislation that would fully fund Texas public schools. As school districts prepare budgets for the 2024-25 school year with many challenging decisions on the horizon, this interactive, hands-on session will give you the opportunity to collaborate with colleagues across the state to share ideas and develop consistent messaging you will be able to implement right away in your district.

Session 403: (Monarch)

Title: *Student Ambassadors - Empowering Students to Tell Your Story*

Presenter(s): Mariana Royer, Hurst-Euless-Bedford ISD



Focus Area: Comms/PR/Marketing

Description: The HEB ISD Student Ambassadors are a group of students chosen to be the “Face of the District”. These student leaders are trained to assist with important public relations and communications services and assist with promoting HEB ISD while developing leadership skills through interacting with students and families, school staff and faculty, and the local community. Student Ambassadors are utilized to positively represent our district while learning the behind-the-scenes operations of a school district.

Session 404: (Magnolia I)

Title: *Learning Isn't Just for Students How to Launch an Online Adult-Learning Community.*

Presenter(s): Lindsey Hunt, Elaina Polsen, Christina Talley; Clear Creek ISD



Focus Area: Community Engagement

Description: Why should the students have all the fun? Engaged and informed parents, volunteers, and community members can improve the learning environment of a classroom. Learn how to take your subject matter experts and turn their content into engaging video instruction leveraging third-party platforms to educate and inform your key stakeholders. Topics like school safety, child behavior, college and career planning, school funding basics, and more can all be consumed on-demand and on their own time.

Session 405: (Palm)

Title: *Spice Up Your Game! Give Commercials and Flat Ads the Boot and Start Making Memorable Engaging Content for Your Fans & Sponsors*

Presenter(s): Eva DeCardenas, Amber Pecsénye; Clear Creek ISD



Focus Area: Community Engagement

Description: Clear Creek ISD is changing the game for football stadium sponsorships. Any level, you can do it all in-house. Learn how we started, how it grew and how we sustain. Blending your sponsor's brand and message with your district and community - while shining the Friday Night Lights on your students and programs - brings an elevated level of engagement to your fans - and value to your sponsors.

Session 406: (Sugar Land I & II)

Title: *Maximizing School Comms: The Ultimate Collaboration Strategy*

Presenter(s): Jasmine Nguyen, Klein ISD



Focus Area: Comms/PR/Marketing

Description: Communication departments handle SO much throughout the year, from event coverage to district priorities to our favorite: graduation. Get the inside scoop on how we combined the forces of our Superintendent Student Leadership Council, PR Squad, administration, and Class Intercom to leverage our internal and external communications and move the needle. It's time to tap into your students & staff to help you take care of the "little c" while you focus on the "BIG C."

Session 407: (Magnolia II & III)

Title: *How to Convince all District Employees that they're on the Communications Team*

Presenter(s): Ron Bland, Ph.D.; Tammy Kuykendall; Midlothian ISD



Focus Area: Comms/PR/Marketing

Description: Do you feel like all your coworkers appreciate the importance of good communication? Do teachers realize how effective communication makes their job easier? Does your staff understand the importance of perception? Learn how we attempt to get every staff member to consider perception while prioritizing communication.

Session 408: (Cane II & III)

Title: *Mobile Video Production That Doesn't Suck*

Presenter(s): Juan Hernandez, Graysen Reid; Forney ISD



Focus Area: EMP

Description: We all know content is king, but creating top-notch content can be a royal pain. Join us for a session on crafting epic mobile videos that will have you reigning over your audience's feed.

Session 409: (Sugar Land IX & X)

Title: *Clarity is Key When a Crisis Creates Chaos*

Presenter(s): Anita Foster, Anthony Andro; Arlington ISD



Focus Area: Crisis

Description: When it comes to communications during a crisis, clarity is key. When a shooter opened fire at Lamar High School last March, the Arlington ISD communicated with parents, students, staff and the community immediately. Before the shooting, the team had built a new Crisis Communications Response Framework, a safety web page for parents and a new Security Tracker. Learn how these systems were tested on that day and the lessons learned since.

Session 410: (Sugar Land VII & VIII) - New Professional Track

Title: *Succeeding Solo: Strategies for Running a Small Staff School Communications Office*

Presenter(s): Brad Domitrovich, PR Zealot, TSPRA Past President



Focus Area: New Professionals

Description: Join Brad for an insightful workshop tailored to those operating school communications offices with minimal staffing. Gain practical insights into juggling multiple responsibilities, prioritizing tasks, and effectively managing your school's reputation from a man who has started PR offices and successfully managed small, medium, and large School PR departments. Tips on time management, crisis communication, and community engagement will be shared - all designed to help you succeed and grow.

RT01

Title: *Up Your Game in Sports Photography*

Presenter(s): Shannon Schwartz, Lubbock ISD



Focus Area: EMP

Description: Put your best foot forward and sharpen your sports photography skills from start to finish.

RT02

Title: *Making the Move from PR Practitioner to PR Manager*

Presenter(s): Kristin Zastoupil, Forney ISD



Focus Area: Advanced Professional

Description: Are you a specialist or coordinator looking to make a jump to director or executive director? From the 1 person office to a 12 person team with over 20 years in school communications, learn what jumps out at hiring directors to make an advancement in your career.

RT03

Title: *Layers of Leadership*

Presenter(s): Sarah Roberson, Tyler Vawser, Kelsey Buek; Apptegy



Focus Area: Comms/PR/Marketing

Description: We'll discuss SchoolCEO's new qualitative research study, exploring why regular communication between district staff and principals is a must for ensuring a district's brand health.

RT04

Title: *Podcasting To Your Community*

Presenter(s): David Ritchey, Frankie Sauseda; Lamesa ISD



Focus Area: EMP

Description: As a leader, you have many audiences that your vision needs to reach. Creating a district podcast allows you to reach everyone affectively. If you have commuters, it is a way for them to get informed while driving, without having to stop to read an email or watch a video. Your staff and community can hear what is going on in your district while they workout, while they walk their pet, or while they prepare dinner. Podcasts are accessible by everyone and easy to maintain and setup. Come learn how to start your own district podcast.

RT05

Title: *Establishing your PR Network to Expand your Reach*

Presenter(s): Cynthia Ybarra Leal, Pharr-San Juan-Alamo ISD



Focus Area: Comms/PR/Marketing

Description: This session will provide attendees with a blueprint of how to establish their campus public relations network that can lead to an untapped source of content.

RT06

Title: *Community Connections and Bond Elections*

Presenter(s): Jana Wiliamson, Pampa ISD; Travis Cram, edVantage Strategy Group



Focus Area: Bonds

Description: Do you have a bond election in your future? Join us for practical tips you can use to plan and PASS your bond. Learn how our district developed community connections to pass a historic bond after a failed bond election.

RT07

Title: *Empowering School PR: Conquering Social Anxiety and Embracing Introversion*

Presenter(s): Jessica Williams, MA, Klein ISD



Focus Area: Comms/PR/Marketing

Description: Struggle with quotes and group photos? Join Jessica Williams for School PR success. Overcome anxiety and introversion with practical tips and excel in your comfort zone.

RT08

Title: *Let's Kickstart Your District Partnership*

Presenter(s): Laura Truebenbach, Argyle ISD



Focus Area: Community Engagement

Description: Argyle ISD committed to rebranding its partnership program last year with great success. Learn how to grow your program to optimize its potential with a proven strategic blueprint. This includes rebuilding community connections, communications, special events, and sponsorship levels. All while making your partners feel valued!

RT09

Title: *Mastering 24/7 Customer Support: Georgetown ISD's Success Blueprint*

Presenter(s): Melinda Brasher, Jo Ann Hernandez, Georgetown ISD; Hillary Robbins, Let's Talk



Focus Area: Comms/PR/Marketing

Description: With a record-breaking number of new hires in Texas K-12 leadership roles, communications professionals have doubled down on a top priority: Ensuring questions are answered quickly, accurately, and 24/7. At the same time, PR professionals are being asked to improve customer service and increase communications access points while shortening response times. Sound impossible? Georgetown ISD has made it a reality and saved hundreds of hours of staff time in the process. Join them as they share their secrets!

RT10

Title: *How Strategic Back-to-School Communications Can Help Ensure Students are First-Day Ready*

Presenter(s): Charlene LaFerriere, Kimberly Gavrilles, TeacherLists; Kristin Barnes, Matthew LeBlanc, Eagle Mountain-Saginaw ISD



Focus Area: Comms/PR/Marketing

Description: TeacherLists will discuss best practices for communicating important back-to-school information to families, and show real-life examples of tools and processes that have eased back-to-school stress for districts.

RT11

Title: *20 Tips in 20 Minutes - Tips, Trends & Topics for School PR*

Presenter(s): Julie Thannum, APR; Justin Dearing, Bob Noyed, APR; CESO Communications



Focus Area: Comms/PR/Marketing

Description: The strategy team at CESO Communications will share tips, trends and topics relevant for today's school PR professional. Tip sheet provided!

RT12

Title: *Auditing Your District's Survey Approach*

Presenter(s): Corey Ryan, K12 Scholarus Learning



Focus Area: Community Engagement

Description: Does your district value stakeholder feedback but need more clarity and consistency for its surveys? I'd like you to please meet with former TSPRA board member and school CCO Corey Ryan for strategies to inventory your current collection of surveys and streamline them for quality, consistency, and effectiveness.

Wednesday, February 28th | 1:30-2:30 p.m.
(Concurrent Breakout Sessions)

Session 501: (Sugar Land I & II) - New Professional Track

Title: *Discover the Sweet Sensation of Canva Collaboration*

Presenter(s): Michelle DoPorto, Stephanie Whitlock; Birdville ISD



Focus Area: New Professional

Description: Discover how Birdville ISD leveraged the versatile Canva tool to foster efficient staff collaboration across the district for creating feature-rich, eye-catching marketing content, provided at NO cost to educators. Also, explore how Canva is being utilized to easily share district-approved logos, branded colors, and fonts with staff, further elevating the visual appeal of our district-branded (and ADA compliant) marketing materials. Come and see how sweet it is to work smarter and not harder.

Session 502: (Cane II & III) - Advanced Professional Track

Title: *Win Them Over! Showing YOUR School Board the Value of YOUR Dept*

Presenter(s): Adi Bryant, Chris Kingsley; Royse City ISD



Focus Area: Advanced Professional

Description: Learn how Royse City ISD's Comms Team shows our value to the school board. Identify ways to make fellow departments and campuses shine! Position your team as THE SOURCE for factual and attractive marketing materials that catch the eye of your board members and your community. Build advocacy for your team and hopefully score support for future projects and growth opportunities.

Session 503: (Mahogany)

Title: *Elevate Your Game: Media Day Success Secrets*

Presenter(s): Skyler Hefley, Jacob Walker; Tyler ISD



Focus Area: EMP

Description: CAUTION: Not attending this session may cause FOMO. Have you seen all the HYPE about Media Day? Attend this session, and we'll teach you exactly how to do a Media Day from start to finish, including coordinating it, creating a studio, selecting equipment, and using the assets effectively. We even set up our pop-up studio for you to use at the end! PLUS, this isn't only about athletics... we will show you how to include Fine Arts, too!

Session 504: (Monarch)

Title: *Bringing Out the Best... In Spanish!*

Presenter(s): Rosario Meehan, Sylvia Puente; Cypress-Fairbanks ISD



Focus Area: Community Engagement

Description: As the 3rd largest district in Texas, CFISD has a high percentage (46%) of Spanish-speaking families. We strive to provide the same quality translation services in all of our 95 campuses providing resources and training to our bilingual staff. Learn how the Spanish population in one of the largest suburban school districts benefits from our translation and interpretation services.

Session 505: BR05 (Magnolia II & III) - Bond Track

Title: *Pass Your Bond by Record Numbers*

Presenter(s): Adam Holland, MS; Walter Jackson, Ed.D.; La Porte ISD



Focus Area: Bond

Description: La Porte ISD, like every other Texas school district, was facing a 19 percent inflation rate, a struggling economy and a state legislature bent on taking power (and money) from public school districts. Regardless, voters set approval records to build a new stadium and other projects. We'll tell you how we accomplished this feat.

Session 601: (Magnolia II & III) - *New Professional Track*

Title: *PR is a Veritable Smorgasbord: Be the Templeton of your Department*

Presenter(s): Justin Elbert, Klein ISD



Focus Area: New Professional

Description: Unleash the power of diverse PR strategies. Enhance stakeholder engagement through a blend of traditional and new media, digital strategy, and compelling narratives. Equip yourself with skills from video production to strategic communications, ensuring messages are not just consumed but cherished. Experience the richness of PR in Klein ISD, becoming the resourceful Templeton of your department.

Session 602: (Mahogany) - *Advanced Professional Track*

Title: *Supercharged Start! How To Create an Exceptional Experience for Your New Superintendent*

Presenter(s): Rick Herrin, Laura Truebenbach, Christopher Sayler; Argyle ISD



Focus Area: Advanced Professional

Description: Onboarding a new Superintendent can be overwhelming with many unknown factors. Learn about the creative strategies used by Argyle ISD's Communications team to successfully navigate the introduction and first 100 days of their new Superintendent. Walk away with helpful tips and practical ideas on integrating your Superintendent into the district's community, making it an unforgettable experience for your new leader.

Session 603: (Sugar Land I & II)

Title: *Improve Your Survey Reach*

Presenter(s): Corey Ryan, K12 Scholarus Learning



Focus Area: Community Engagement

Description: Is your district using surveys to inform decisions like attendance zones, calendars, bond elections, or school-of-choice offerings? With those big decisions, reaching the most people is paramount to getting a response rate that benefits your decision-makers. In this session, attendees will hear from former Chief Communications Officer and TSPRA Board member Corey Ryan as he shares tools, resources, and strategies to increase your response rates.

Session 604: (Sugar Land VII & VIII)

Title: *Small Town Event Planning on a Dollar Tree Budget*

Presenter(s): Helen Escobar, Cynthia Talamante; Roma ISD



Focus Area: Event Planning

Description: If you live in a small town, resources and budget may be scarce, but expectations can remain very high for you to put on a fabulous event. Attend this session to learn simple ideas to create a great event on a Dollar Tree dime. Participate in hands-on learning activities to spur your creativity, like centerpiece making and creating balloon columns.

Session 605: (Monarch)

Title: *AI Has the Answer: Use a Chatbot to Save Time and Improve Customer Service*

Presenter(s): Communications and Marketing Department, Crowley ISD; Teddy Daiber, AlwaysOn



Focus Area: Web

Description: The phone calls, emails and social media messages are endless. Your stakeholders have questions and even though the answers are on your website, getting them to the right page with the correct answers isn't always easy. Come see how you can save time and sanity by installing an AI chatbot on your website that provides instant and personalized responses 24/7 to help you unplug after hours.

Session 606: (Cane II & III) - *Bond Track*

Title: *2 bonds + 1 VATRE in 4 years*

Presenter(s): Kristin Zastoupil, Kelly Juntunen, CPC; Forney ISD



Focus Area: Bond

Description: Whether you're in election season for a bond or VATRE, come learn what Forney ISD did differently to pass over \$2 billion in bonds in 2019 and 2022, and a 12 cent VATRE in 2023. From taking messaging straight to the doors of voters to recruiting volunteer voter deputy registrars to increase staff voters, tackling a bond or VATRE after the pandemic is different. We'll share what helped us build trust and pass successful elections with 66% and 72% voter margins in a short 4 year period.

Session 607: (Palm) - *Bond Track*

Title: *By the Community, For the Community - Bond Proposal*

Presenter(s): Courtney Junkin, Dr. Don Beck; Marion ISD; Travis Cram, edVantage Strategy Group



Focus Area: Bond

Description: After facing disappointment with two failed bond proposals, Marion ISD refused to be deterred, and embarked on a third attempt, this time with a larger bond proposal. With a renewed sense of purpose and well-crafted proposal, the third time was the charm. This presentation will provide you with the lessons they learned from their previous attempts, identifying the areas for improvement, community engagement, financial planning, and the successful strategies used by Marion ISD.

Session 608: (Sugar Land IX & X)

Title: *Jump on the Trello Train*

Presenter(s): Dr. Jordan Ziemer, Kaitlin Paonessa; Abilene ISD; Jim Zavala, San Antonio ISD; Lauren Habhegger, TSPRA



Focus Area: Comms/Marketing/PR

Description: Unlock the potential of Trello as a versatile tool for project management, collaboration, and organization. Discover how Trello can enhance the productivity of both individual contributors and teams, enabling seamless coordination and streamlined workflows. Whether you're a one-person office or part of a dynamic team, this session will empower you to level up your project management skills and harness the full capabilities of Trello for effective task management and collaboration.

Session 609: (Magnolia 1)

Title: *From Breach to Recovery: Lumberton ISD's Cyber Attack Experience*

Presenter(s): Dr. Tony Tipton, Lumberton ISD



Focus Area: Crisis

Description: Join Dr. Tony Tipton, Superintendent at Lumberton ISD, as he recounts the challenging experience of a cyberattack. Explore the district's cybersecurity measures at play, the sudden attack onset, immediate crisis management, communication strategies, data vulnerabilities, district responses, interactions with the cyber culprits, and the lasting impacts on the district. Learn from their firsthand experience to safeguard your district against cyber threats and better understand the inner workings of these attacks and how to respond.

TSPRA Work/Life Balance Sessions



Wednesday, February 28th | 4:15 pm - 5:30 pm

Work Life Balance

Choreographed dance routines, yoga, dedicated exercise time, ballroom dance classes, shopping, and more! Oh, my! TSPRA and our amazing sponsors are helping you find your Work/Life Balance!

Options are amazing, but seating is limited!

Session WLB-1: (Offsite at YESYoga, 16140 City Walk | Sugar Land)

Title: *Yoga Sponsored by Finalsite*

Presenter(s): YESYoga

 **Focus Area:** Work/Life Balance

Description: Find your focus at **Yes Yoga Studio**, a 2-minute walk from the conference hotel! Seating is limited. Must be registered to attend. *Visit the Finalsite Booth during the conference to register!*

Session WLB-2: (Offsite at Fred Astaire Dance Studio, 16069 City Walk | Sugar Land)

Title: *Ballroom Dance Lessons Sponsored by ParentSquare*

Presenter(s): Fred Astaire Dance Studio

 **Focus Area:** Work/Life Balance

Description: Want to learn some fresh new steps to impress your friends on the dance floor? Find your footing at the Fred Astaire Dance Studio right outside of the hotel! *Visit the ParentSquare Booth during the conference to scan the QR Code to get registered!*

Session WLB-3: (Meet at the TSPRA Registration Table)

Title: *“Livin the School PR Sweet Life” Fun Run/Walk*

Presenter(s): Renae Rives, Alvin ISD

 **Focus Area:** Work/Life Balance

Description: Join Us for a Sweet Adventure! Ready to add some sweetness to your day and add some bling to your collection? Lace up your running shoes and join us for a delightful journey through Sugar Land

Town Square! Whether you're a seasoned runner or just looking for a fun afternoon stroll, this event is perfect for everyone!

What to Expect:

- Scenic Route: Explore the charming shops of Sugar Land as you walk or run with School PR friends.
- Fun Atmosphere: Feel the energy of the crowd as we come together for a memorable experience.
- Sweet Surprises: Enjoy treats and goodies along the way, making your journey even more enjoyable.
- School PR Spirit: Show your support for your local Education Foundation while having a blast with fellow participants.

Session WLB-4: (Azalea)

Title: *Stressed Out? Dance it Out! Sponsored by We Go Public*

Presenter(s): Lisa Losasso Jackson, We Go Public

 **Focus Area:** Work/Life Balance

Description: Lisa Losasso Jackson shares the moves she has made to support a healthy lifestyle, side-stepping the stress of the day, embracing some new moves, while enjoying the fellowship of colleagues and friends!

Session WLB-5: (Offsite)

Title: *Get Your Shop On!*

Presenter(s): You

 **Focus Area:** Work/Life Balance

Description: Head for Sugar Land Town Square to discover some unique boutiques, while enjoying a little time away from the hotel. Serious shoppers can head to First Colony Mall for all your favorite, fabulous finds! Find a new favorite treasure around every corner at Painted Tree, home to a unique entrepreneurial spirit. Retail therapy is therapy!